

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 724886  
**Alt Order #:** 06396432  
**Product Desc:** MI GOP 2012 -Schedule B  
**Estimate:**  
**Flight Dates:** 10/26/12 - 10/30/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** MI GOP  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot,PL-Judicial  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	20	\$20,125.00	\$17,106.25
10/29/12	10/30/12	23	\$23,750.00	\$20,187.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$20,125.00	\$17,106.25	0.00
November 2012	23	\$23,750.00	\$20,187.50	0.00
<b>Totals</b>	<b>43</b>	<b>\$43,875.00</b>	<b>\$37,293.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/28/12	10/28/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$2,000.00		0.00			
2	WZZM	10/29/12	10/29/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1			\$2,000.00		0.00			
3	WZZM	10/26/12	10/26/12	M-F 5-530a M-F Morning News	CM	5-530a	----F--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$500.00		0.00			
4	WZZM	10/29/12	10/30/12	M-F 5-530a M-F Morning News	CM	5-530a	MT-----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----			2			\$500.00		0.00			
5	WZZM	10/26/12	10/26/12	M-F 530-6a M-F Morning News	CM	530-6a	----F--	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$550.00		0.00			
6	WZZM	10/29/12	10/29/12	M-F 530-6a M-F Morning News	CM	530-6a	M-----	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724886  
 Alt Order #: 06396432  
 Flight Dates: 10/26/12 - 10/30/12

Advertiser: MI GOP  
 Product Desc: MI GOP 2012 -Schedule B  
 Estimate:

WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WZZM	10/29/12	10/29/12	M-F 530-6a M-F Morning News	CM	530-6a	M-----	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$550.00		0.00			
7	WZZM	10/29/12	10/30/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$1,000.00		0.00			
8	WZZM	10/26/12	10/26/12	M-F 7-9a M-F Good Morning America	CM	7-9a	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,200.00		0.00			
9	WZZM	10/30/12	10/30/12	M-F 7-9a M-F Good Morning America	CM	7-9a	-T-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$1,200.00		0.00			
10	WZZM	10/26/12	10/26/12	M-F 10-1030am Millionaire	CM	10-1030am	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$400.00		0.00			
11	WZZM	10/29/12	10/30/12	M-F 10-1030am Millionaire	CM	10-1030am	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$400.00		0.00			
12	WZZM	10/26/12	10/26/12	The View The View	CM	11a-12n	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,200.00		0.00			
13	WZZM	10/29/12	10/29/12	The View The View	CM	11a-12n	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,200.00		0.00			
14	WZZM	10/26/12	10/26/12	M-F 12-1230p Noon News	CM	12-1230pm	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,000.00		0.00			
15	WZZM	10/30/12	10/30/12	M-F 12-1230p Noon News	CM	12-1230pm	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$1,000.00		0.00			
16	WZZM	10/26/12	10/26/12	M-F 3-4p Katie	CM	3-4p	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$400.00		0.00			
17	WZZM	10/29/12	10/30/12	M-F 3-4p Katie	CM	3-4p	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$400.00		0.00			
18	WZZM	10/26/12	10/26/12	M-F 4-430pm Judge Judy	CM	4-430p	----F--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$800.00		0.00			
19	WZZM	10/29/12	10/30/12	M-F 4-430pm Judge Judy	CM	4-430p	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$800.00		0.00			
20	WZZM	10/29/12	10/30/12	M-F 430-5pm Judge Judy	CM	430-5p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WZZM	10/29/12	10/30/12	M-F 430-5pm Judge Judy	CM	430-5p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$1,000.00		0.00			
21	WZZM	10/26/12	10/26/12	M-F 5-530pm Judge Judy	CM	5-530p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,200.00		0.00			
22	WZZM	10/29/12	10/29/12	M-F 5-530pm Judge Judy	CM	5-530p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,200.00		0.00			
23	WZZM	10/26/12	10/26/12	M-F 530-6pm M-F News	CM	530-6p	----F--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,400.00		0.00			
24	WZZM	10/30/12	10/30/12	M-F 530-6pm M-F News	CM	530-6p	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$1,400.00		0.00			
25	WZZM	10/29/12	10/30/12	M-F 6-630p M-F News	CM	6-630p	MT-----	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$2,500.00		0.00			
26	WZZM	10/26/12	10/26/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,000.00		0.00			
27	WZZM	10/29/12	10/29/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,000.00		0.00			
28	WZZM	10/26/12	10/26/12	M-F 730-8p Insider	CM	730-8p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,000.00		0.00			
29	WZZM	10/30/12	10/30/12	M-F 730-8p Insider	CM	730-8p	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$1,000.00		0.00			
30	WZZM	10/26/12	10/26/12	Fri Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,800.00		0.00			
31	WZZM	10/26/12	10/26/12	Fri Prime C 20/20	CM	10-11p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,500.00		0.00			
32	WZZM	10/27/12	10/27/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$175.00		0.00			
33	WZZM	10/27/12	10/27/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$600.00		0.00			
34	WZZM	10/27/12	10/27/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:35 PM-12:05 XM)	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Estimate:

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
34	WZZM	10/27/12	10/27/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:35 PM-12:05 XM)	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$400.00		0.00			
35	WZZM	10/28/12	10/28/12	Sun Early News Sun Early News	CM	Sun 630-7p (6:30 PM-7:00 PM)	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$1,000.00		0.00			
36	WZZM	10/28/12	10/28/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$2,000.00		0.00			
Totals														43	\$43,875.00